

# HOMeward BOUND

Indiana's 5K Walk to Provide Housing and Fight Homelessness



## Community Sponsorship Opportunities

### Bloomington

Homeward Bound is a project of the Indiana Coalition on Housing and Homelessness Issues (ICHHI).  
All proceeds raised go directly to local homeless and affordable housing providers

# Homeward Bound 2009

"Small Steps Together Toward a Bright Future"

Homeward Bound is a Project of the Indiana Coalition on Housing and Homeless Issues (ICHHI).

There are three new sites for the 2009 walk, bringing the total walk sites to 11 statewide sites.

5K fundraising walk-a-thon sponsored by Bloomington-based non-profits that help eradicate homelessness.

All Money raised stays locally.

[homewardboundindiana.org](http://homewardboundindiana.org)



**Bloomington's Walk will be taking place on  
April 19<sup>th</sup>, 2009 | Third Street Park**

# Poverty Statistics

- 151 students attending Monroe County Schools in 2008 are homeless.
- The most rapidly growing age groups are 25 to 34 years old (283.31 percent), 12 to 14 year old (152.88 percent), and 6 to 11 year olds (129.47 percent).
- SOURCE: 2008 McKinney-Vento Act
- Bloomington's poverty rate grew 6.9 percent from 2006 to 2007.
- 33 percent of Monroe County students qualify for free and reduced-price meals. To qualify for reduced lunches, a student from a family of 4 must have a yearly income of \$39,220 or less, or qualify for free lunches with an income of \$27,560 or less.
- 42 percent of Monroe County's total population wages are below the poverty guidelines.
- Even at 26 percent Monroe County's poverty is well above the national poverty rate of 12.5 percent and the Indiana rate of 12.3 percent.
- If you exclude every person who COULD be an IU student (15 percent) going to school and working part-time, leaves 26 percent of Monroe County Residents are living in poverty.
- 13.42 percent of the people in poverty are 25-34 years old, 7 percent are under 12 years old, and 6.25 percent are 45-54 years old.

SOURCE: U.S. Census 2006, 2007 American Community Survey

## 2008 HHS Poverty Guidelines

Department of Health and Human Services

<b>Persons in Family or Household</b>	<b>48 Contiguous States and D.C.</b>	<b>Alaska</b>	<b>Hawaii</b>
1	\$10,400	\$13,000	\$11,960
2	14,000	17,500	16,100
3	17,600	22,000	20,240
4	21,200	26,500	24,380
5	24,800	31,000	28,520
6	28,400	35,500	32,660
7	32,000	40,000	36,800
8	35,600	44,500	40,940
For each additional person, add	3,600	4,500	4,140

SOURCE: Federal Register, Vol. 73, No. 15, January 23, 2008, pp. 3971-3972



# Life in Poverty

Declining wages have put housing out of reach for many workers. More than minimum wage is required to afford a one or two bedroom home. Anyone working at minimum wage (Currently \$6.55 — changing to \$7.25 in July 2009) must work 89 hours a week to afford the federal definition of affordable housing.

Subsidized housing is so limited that fewer than 1 in 4 receive assistance.

Requests for assisted housing by low-income families and individuals increased by 86% during the last year.

Currently families receiving TANF (Temporary assistance to needy families) and food stamps are still living below the poverty level. Contrary to popular opinion welfare does not provide relief from poverty.

SOURCE: Indiana Coalition on Housing and Homeless Issues (ICHHI) STATS Indiana

## GET INVOLVED AND CHANGE THESE STATISTICS!

- Become a Community Sponsor
- Make an In-Kind Donation
- Organize a Team
- Volunteer
- Make a Donation
- Make a Cardboard House



# Ways to Get Involved

## Become a Community Sponsor

### Route Sponsorships:

- Checkpoint Sponsor- \$1,000 contribution  
As a checkpoint sponsor, your company provides:
  - Volunteers from your organization to set up a checkpoint to serve water and snacks to walkers
  - Entertainment for walkers (music, clowns, cheerleaders, etc.)
  - Product samples or other giveaways featuring your organization's name/logoHomeward Bound Provides:
  - Recognition in the day-of-walk route guide/program
  - Recognition during the opening ceremony of the walk
  - 1 table and 2 chairs for serving water and sacks
  - Cups and water
  - A basic supply kit that includes first aid items, trash bags, tape, etc.
  - Complimentary walk t-shirts for volunteers
- Kilometer Sponsor- \$500 contribution  
As a route sponsor, your organization's name/logo appears on one featured sign prominently placed along the walk route. In addition, your organization will receive the following benefits:
  - Recognition in the day-of-walk route guide/program
  - Recognition during opening ceremony at the walk
- Victory Vehicle Sponsor-\$500 contribution  
As a Victory Vehicle Sponsor, your organization's name/logo will appear prominently displayed on one vehicle circulating the walk route to pick up tired walkers. In addition to this exclusive opportunity, your company will also receive the following benefits:
  - Recognition in the day-of-walk route guide/program
  - Recognition during the opening ceremony at the walk

# Ways to Get Involved

## Make an In-Kind Donation

- Many goods and services are needed on the day of the walk to ensure the Homeward Bound Walk is a successful event.
- Examples of needed In-Kind Donations are food and drinks, music performers, and fun activities for the kids.
- Contact Bobbie Summers at [bsummers409@hotmail.com](mailto:bsummers409@hotmail.com) or Warren Wade at [wwade@steppingston-inc.org](mailto:wwade@steppingston-inc.org) if you are interested in making an in-kind donation.

## Make a Monetary Donation

- Visit the Homeward Bound Website, [www.homewardboundindiana.org](http://www.homewardboundindiana.org), and make a donation.
- Donations to the general fund will be divided among all agencies,
- OR, designate which agency (s) will receive the total donation or split the donation.
- Make a Cardboard House:
  - Appliance boxes, small or large cardboard boxes, or use your imagination in creating your own painted house. Everyone gets involved: community members, community leaders, students, and children.
  - Put homeless statistics on the sides to promote awareness of Bloomington homelessness.
  - Use at Homeward Bound benefiting agency events to advertise the Homeward Bound Walk year round.
  - Display in City Hall, College Mall, or other community spaces.
  - Use for advertising on the day of the walk, along the route.
  - Show your support by displaying your house in your lobby.

# Ways to Get Involved

## Organize a Team

- There is no such thing as a team that is too big or too small!
- Form a team for your business, community organization, church, or a group of friends and family.
- Register your team on the Homeward Bound website – [www.homewardboundindiana.org](http://www.homewardboundindiana.org) – and begin collecting donations.
- Fundraise!
- Pick a theme to make the walk more fun!
- If fighting homelessness isn't enough, there are incentives to participate
  - Individuals who contribute \$100 or more and are present the day of the walk will receive an official Homeward Bound T-shirt
  - Recognition of Teams-Traveling Trophy
  - Top Fundraiser Award for an Individual
  - Top Fundraiser Award for a Team
  - Golden Shoe Award – Given to the team with the largest number of walkers
  - Best Dream Team Award – Given to the team with the most interesting Theme
  - Certificates – awarded to 2<sup>nd</sup> and 3<sup>rd</sup> place teams
- Contact Brook Gentile at [brooke@mhcfodpantry](mailto:brooke@mhcfodpantry) or Jordan Fugate at [jordanfugate@gmail.com](mailto:jordanfugate@gmail.com) for more information.

## Volunteer

- Help with set-up, tear-down, or along the walk route
- Duties may include:
  - Set up tents, tables, and registration the day of the walk
  - Help with registration or other activities occurring in Third Street Park
  - Act as a crossing guard to ensure the safety of the walkers
  - Dismantle tables and chairs post-walk
- Contact Emily Gorenz, [emilygorenz@yahoo.com](mailto:emilygorenz@yahoo.com), for more information

# The Benefiting Agencies

Centerstone  
<http://home.stone/>

Mother Hubbard's Cupboard  
[www.mhcfoodpantry.org](http://www.mhcfoodpantry.org)

Hoosier Hills Food Bank  
[www.hhfoodbank.org](http://www.hhfoodbank.org)

Stepping Stones  
[www.steppingstones-inc.org](http://www.steppingstones-inc.org)

Area 10 Agency on Aging  
[www.area10.bloomington.in.us](http://www.area10.bloomington.in.us)

Middle Way House  
[www.middlewayhouse.org](http://www.middlewayhouse.org)

Martha's House  
355-6841

Amethyst House  
[www.amethysthouse.org](http://www.amethysthouse.org)

Youth Services Bureau of Monroe County  
[www.youthservicesbureau.net](http://www.youthservicesbureau.net)

Monroe County United Ministries  
[www.bloomington.in.us/~mcum](http://www.bloomington.in.us/~mcum)

Shalom Community Center  
[Shalomcommunitycenter.org](http://Shalomcommunitycenter.org)

Community Kitchen of Monroe County  
[www.monroecommunitykitchen.com](http://www.monroecommunitykitchen.com)

**For More information about Homeward Bound and how you can be involved, please contact:**

## **Corporate Sponsor Coordinators**

Sharon Lucas, Youth Service Bureau  
[slucas@co.monroe.in.us](mailto:slucas@co.monroe.in.us)  
812-349-5014

Pam Kinnaman, Shalom Community Center  
[pam@shalomcommunitycenter.org](mailto:pam@shalomcommunitycenter.org)  
812-334-5734

Kathy Mayer, Co-Chair  
Community and Family Resources Department, City of  
Bloomington  
[mayerk@bloomington.in.gov](mailto:mayerk@bloomington.in.gov)  
812-349-3430

Janet Cravens, Co-Chair  
General Electric  
[Janet.cravens@ge.com](mailto:Janet.cravens@ge.com)  
812-334-9568

Ann Ruggiero, SPEA Intern  
Community and Family Resources Department, City of  
Bloomington  
[ruggiera@bloomington.in.gov](mailto:ruggiera@bloomington.in.gov)  
812-349-3478



# Community Preference Sheet

**YES!** We would like to Support Homeward Bound with the following sponsorship:

\_\_\_ Community Sponsor: Contribution \$ \_\_\_\_\_

\_\_\_ In-Kind Donation: Item/Service \_\_\_\_\_

\_\_\_ Volunteer

\_\_\_ Organize a team

\_\_\_ Cash Donation: Amount \$ \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact/Title: \_\_\_\_\_

Daytime Telephone: \_\_\_\_\_ Evening Telephone: \_\_\_\_\_

\_\_\_ Payment is enclosed total \$ \_\_\_\_\_

\_\_\_ Please bill us!

\_\_\_ I am interested in receiving information about forming a community walk team

\_\_\_ Check here if you would like a representative to speak to your group about the issues of homelessness in Indiana

\_\_\_ I am interested in setting up a Tour with one of the benefiting agencies  
Agency Preference (s): \_\_\_\_\_

\_\_\_ I am interested in Community Sponsorship in 2010

**Make Checks payable to Homeward Bound—Bloomington and mail to:**

Homeward Bound—Bloomington

P.O. Box 3126

Bloomington, IN 47402

Contributions are tax deductible

Sponsors should submit their corporate or organizational logo in .tif or .eps format to Tommy Tabor for inclusion on printed and electronic collateral materials. You can send logo by mail on disc to the above address, or by e-mail to [ttabor@ichhi.org](mailto:ttabor@ichhi.org). For questions on this event please contact Kathy Mayer at (812) 349-3430 or Janet Cravens at (812) 334-9568.

# HOMEWARD BOUND

Indiana's 5K Walk to Provide Housing and Fight Homelessness

## Small Steps Together Toward a Bright Future

### WHO:

12 Monroe County Agencies that address homelessness and housing issues

### WHAT:

Music and food, followed by a 5K walk-a-thon

### WHEN and WHERE:

April 19th, 2009 | Third Street Park

### WHY:

Declining wages have put housing out of reach. Minimum wage jobs would require 89 hours a week to meet the federal definition of affordable housing

### Options to Walking:

- In-Kind Donation
- Monetary Donation
- Organize a team to raise funds
- Volunteer the day of the event



**[Homewardboundindiana.org](http://Homewardboundindiana.org)**